CD Shopping Cart™

ver 1.0

** CD Shopping Cart™ requires FlipAlbum® 5 Professional*

** CD Shopping Cart™ is an optional pulg-in and sold separately at www.flipalbum.com/product/cdsc*

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1. Introduction

1.1 Welcome to CD Shopping Cart™ 1.0

Thank you for choosing the CD Shopping Cart™ 1.0, the latest plug-in for FlipAlbum® 5 Professional users. With FlipAlbum® 5 Pro, you create your catalogs in the FlipBook format and distribute them on CDs. With the new CD Shopping Cart™ 1.0 plug-in, you now can create your catalogs with an order-taking function that goes along with the CD you create. Your CDs are now not only presenting your catalog but have become powerful selling and order-taking tools as well.

1.2 What is CD Shopping Cart™?

A FlipAlbum® 5 Pro user currently can create CDs for commercial distribution. If he is selling something on the CD, there is no easy way for the customers (recipient of the CDs) to flip and order instantly, like when visiting a website with online shopping. With the CD Shopping Cart™ 1.0 plug-in, the FlipAlbum® 5 Pro user can create a CD catalog with offline CD shopping features. The customers can then flip through the catalog and make orders right from the catalog itself.

Here is a simple scenario. You are a professional photographer. You sell photographs that you take. You compile these photographs into a catalog, define the price for each of these photographs, design a customer order form, and customize your CD shopping cart with shipping charges and sales tax etc. You then use FlipAlbum® 5 Pro to create the catalog CD with the shopping cart information in it. You give this CD to your customer. The customer pops in the CD, the catalog launches and he flips through the pages of the catalog. On each page, there would be an “Add to Cart” button. If he wants to purchase a photograph on a particular page, he clicks the “Add to Cart” button. He then enters the quantity and the sub-total price will be shown. He then carries on browsing the catalog and adding to his cart the photographs that he wants. Once done with his browsing, he can view the shopping cart to see what he has ordered, together with sub-total and total prices. He then checks out by entering the required customer information (which you customized before creating the CD), printing and faxing or emailing the order form to you. Once you receive his order, you process it and deliver the photographs to him.

1.3 End User License Agreement

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1.4 Main Features of CD Shopping Cart™ 1.0

Sn	Feature	Description
1.	Create offline CD Catalog	The FlipAlbum® 5 Pro user (merchant) can create a catalog CD with offline shopping cart features.
2.	Offline Order Taking	Customers can flip through the catalog CD and make orders through the CD program. Customer can select the quantity for the respective products and the total price will be automatically calculated.
3.	Fax Order Form	Customers can print out order form and fax it to the merchant.
4.	Email Order Form	Customers can email the order form to the merchant.
5.	Customize merchant information	The merchant can customize his own information for the CD Catalog.
6.	Customize customer information	The merchant can customize the customer information he would like to receive in the fax or email order form. The customized fields can be made either mandatory or optional for the customer to fill up.
7.	Customize order forms	The merchant can customize the appearance of the fax or email order forms.
8.	Customize product package pricing	Besides setting a price for each product, the merchant can customize different pricing for different packaging like size, colors, etc.
9.	Customize additional charges	The merchant can customize fixed and percentage charges as additional charges for the total price computation, like shipping charges and sales tax.
10.	Load/Save Customized Shopping Information	The merchant can save his customized shopping information and retrieve them through a load function for future use.
11.	Import/Export Price Information	The merchant can export his customized price information to an CSV file, edit it and retrieve it through an Import function for future use.
12.	Customize look of product page	The program will automatically add an “Add to Cart” button on every page that the merchant defines as a shopping page.

1.5 Process of Creating a Catalog CD with CD Shopping Cart™ Function

1. Create a catalog with the images of products you want to sell to your customer. You are encouraged to insert a page with some instructions for your customers on how to use the CD Shopping Cart™.
2. Add any description for your products on each page by using the annotation function, as desired.
3. Customize your Shopping Cart information. This includes the Merchant's Information (your information), Customer's Information, Order Form Design, Packaging Information and Additional Charges Information. (Refer to Section 4)
4. Edit the packaging and price for each product. The pages with packaging and price defined will have the

icon added on to the page to indicate a shopping page. (Refer to Sections 4.5 and 4.8)
5. Your customer can either print the order form and fax it to you, or he could simply email the order form to you. You can preview these forms before creating the Album CD.
6. Create your catalog CD through the normal Album CD Making process.
7. Preview your catalog CD to test the shopping cart function, as if you are the customer receiving the catalog CD with shopping cart function. (Refer to Section 6)
8. Once the catalog CD is created correctly, burn it to the CD and send it to your customer, else repeat the process above and make the necessary changes.

2. Getting Started

2.1 System Requirements

To use CD Shopping Cart™ 1.0, your PC should have these minimum system requirements*:

Windows® 95/98/NT4.0/2000/ME/XP
IBM® PC compatible, Pentium® II 300 MHz or equivalent
64 MB RAM or more
10 MB free hard disk space
16-bit color display adaptor or better
800x600 pixels screen area

For optimum performance, your PC should have the following configuration or better:

IBM® PC compatible, Pentium® III or 4 processor, or equivalent
128 MB RAM

* You must have FlipAlbum® 5 Pro installed in order to use CD Shopping Cart™ 1.0.

2.2 Installation

1. Insert the CD Shopping Cart™ 1.0 installation CD in your CD-ROM drive. The installation program should auto-launch.
2. If you do not see an installation screen shortly, click the Windows® **Start** button, select **Run** and click the **Browse** button.
3. Browse to your CD-ROM drive and select **setup.exe**.
4. Click the **Open** button.
5. Click **OK** in the Run dialog box.
6. After a short verification of the installer, you will be prompted to read through the End User License Agreement. Click the **I Agree** button to proceed or the **Cancel** button to exit.
7. Click the **Browse** button to change the installation folder or simply click the **Install** button to install the CD Shopping Cart™ to the default folder.
8. Once the installation is completed, click the **Close** button.

2.3 Starting and Closing the Program

Once you have installed the CD Shopping Cart™ 1.0, it becomes part of FlipAlbum® 5 Pro. To use the CD Shopping Cart™ function, you would have to launch FlipAlbum® 5 Pro first. At the first launch you will be required to enter the PID for the CD Shopping Cart™ plug-in.

1. Click the **Start** button on your desktop.
2. Select **Programs – FlipAlbum 5 Pro**
3. Click **FlipAlbum Pro**.
4. Create your catalog.
5. Add the relevant Shopping Cart information (Refer to Section 4).
6. Create your catalog CD.

To close FlipAlbum® 5 Pro:

Click **File** on the menu bar and click **Exit**. If you have a catalog open when the program closes, the latest changes to your file will be saved.

3. Creating A Catalog CD

For those users who have no or little experience in creating a catalog with FlipAlbum® 5 Pro, this section is a quick guide to help you create the catalog and catalog CD. You may also want to refer to the FlipAlbum® 5 Pro user manual.

3.1 Creating a FlipBook Catalog

With FlipAlbum® 5 Pro, there are two ways of creating a catalog. You can start off with a new blank book and insert the objects you want, or you can simply open a folder containing the objects.

To create a new book:

1. Click **File** on the menu bar or click the **New** icon.
2. Click **New Book**. You will be prompted to specify a name for your new book.
3. To save the new book in a desired folder, click the **Browse** button.
4. Navigate to the desired folder and click **Save**. Click **OK**.
5. A new empty book is created for you on the screen.
6. Click **Edit** on the menu bar or click the **Insert** icon.
7. Click **Insert Multi-Media Object…**.
8. Navigate to the folder that contains the objects (JPG, AVI, MP3 etc).
9. Drag and drop the desired objects into the **Contents** page.
10. To save your new book, click **File** on the menu bar and click **Save As**.
11. Enter a name for your new book.
12. Click **Save**.

To create a new book by opening a folder:

1. Click **Folder** on the menu bar or click the **Folder** icon.
2. Click **Open Folder**. A Browse for Folder dialog box will be displayed.
3. Navigate to the folder that contains the objects (JPG, AVI, MP3 etc).
4. Click **OK**.
5. To save your new book, click **File** on the menu bar and click **Save As**.
6. Enter a name for your new book.
7. Click **Save**.

3.2 Rearrange Your Pages

1. Click **FlipTo** on the menu bar and select **Overview**.
2. Click the picture of the thumbnail you want to move, then drag and drop to the desired location.

3.3 Add Annotation

You can easily insert comments and notes with different fonts, borders and colors to personalize your catalogs by annotating your catalog pages.

To add annotations to a page:

1. Click **Edit** on the menu bar and click **Insert Annotation**.
2. Click either **Left Page** or **Right Page** to add the text annotation.
3. An annotation bar together with an annotation box will appear.
4. Enter the text in the annotation box. You can change the text attributes (text color, font, size, format, alignment, bullets) by selecting the text and choosing the desired attributes on the annotation bar.
5. The text annotation can be positioned by moving the mouse cursor to the edge of the annotation box until it changes into a hand. You can then drag the annotation box to a new location.
6. Click outside the annotation box within the book to accept.
7. To delete or edit the annotation, first click anywhere outside the annotation box. Then right click on the annotation box and a context menu will be displayed. Click **Delete Selection** or **Edit Annotation** accordingly. Alternatively, you can double-click on the annotation box to enter the **Edit Annotation** mode.
8. You can make the annotation background transparent or translucent by clicking **Transparent** or **Translucent** on the menu.

3.4 Bookmark Important Pages

1. Click **Bookmarks** on the menu bar and click **Add.**
2. Select **Left Page** or **Right Page** to add your bookmark to the left or right page.

3.5 Saving a New FlipBook

1. Click **File** on the menu bar.
2. Click **Save As**
3. Navigate to the desired folder.
4. Enter a name for your new book.
5. Click **Save**.

3.6 Adding the CD Shopping Cart™ Function

If you have created a catalog to sell your products, you can also include a CD Shopping Cart™ function together with your catalog.

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart** and click **Setup**.
3. Enter the relevant Shopping Cart Setup information. Click **OK**.
4. Flip to the relevant pages of your catalog to add the price information. Click **Tools** on the menu bar.
5. Select **CD Shopping Cart** and click **Edit Price – Left Page** or **Edit Price – Right Page**.
6. Enter the **Product ID**, **Product Name**, **Packaging** and **Price** and click the **Add** button. Add more packaging and prices as required.
7. Click **OK**.

3.7 Exporting Catalog to CD

To export the current catalog to CD (Single Catalog CD):

1. Open an existing catalog or create a new catalog.
2. Click **CD Maker** on the menu bar and click **Create Album CD**.
3. The CD Maker dialog box will be displayed.
4. Click **Create a new CD Album** radio button.
5. Click **Single Album on CD** radio button.
6. A wizard will guide you through the rest of the process.

To export multiple catalogs to CD:

1. Open an existing catalog or create a new catalog.
2. Click **CD Maker** on the menu bar and click **Create Album CD**.
3. Click **Create a new CD Album** radio button.
4. Click **Multiple Albums on CD** radio button.
5. Uncheck the **Add Current Album** check box if you do not want to add the current Album onto the CD.
6. A wizard will guide you through the rest of the process.

4. Creating the Catalog CD with Shopping Cart Function

4.1 Customizing Your Shopping Cart Setup

To have the CD Shopping function added to the catalog CDs you create, you will need to customize your Shopping Cart Setup. There are five different setup sections, namely the Merchant, Customer, Order, Packaging and Additional Charges.

Once your catalog is ready, you can start customizing your shopping cart. Click **Tools** on the menu bar, select **CD Shopping Cart** and click **Setup**. Alternatively you can right click on the page margin of any page, select **CD Shopping Cart** and click **Setup**. The **Shopping Cart Setup** dialog box will be displayed (Fig 4.1.1).

Steps:

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart**.
3. Click **Setup**.

Fig 4.1.1 Shopping Cart Setup

Fig 4.2.1 Shopping Cart Setup - Merchant

4.2 Shopping Cart Setup - Merchant

As the FlipAlbum® 5 Pro user intending to sell something on the catalog CD, you are the merchant. Here you enter information on your **Company**, **Email**, **Fax Number** and **Address** (Fig 4.2.1). These information would be copied to the catalog CD and visible to the customer viewing the CD. The Email information would be used automatically by the program when the customer decides to email you the order form. Alternatively, the customer can also view your Fax Number if he decides to fax the order form to you.

4.3 Shopping Cart Setup – Customer

Here is where you specify the information that you want the customer to fill up in the order form (Fig 4.3.1). A default list of fields is already created for you. You are free to add or remove fields accordingly. The default list includes **Name**, **Address**, **City**, **State**, **Zip Code**, **Country**, **Credit Card Number**, **Credit Card Expiration Date** and **Phone**.

To remove any of the default fields, select the field name in the lower table and click the button. If you want to add your own field, like **Email** for example, type in **Email** at the **Field** entry box and click the button.

***Note**: Hitting the **Enter** key will also add the field into the list.*

A field with the **Required** column reflected as **Yes** means that the customer must provide this data in the order form. You can make any field an optional information by changing the **Yes** value to **No**. Simple click on the **Yes** cell and a drop-down list will appear for you to select **No** (Fig 4.3.1).

If you want to change the relative order of the fields, you can use the and arrows. Select the field you want to move up or down. Then click the or arrow to move it up or down the list. If you want to change the order of multiple consecutive fields, use the **Shift** key. Select the field to mark the start of the selection, then with the Shift key depressed, click on another field to mark the end of the selection. All the fields between the first and second clicks will be selected. Use the arrows buttons to move the selection up or down.

Steps:

1. Check through default Customer Information list.
2. Remove unwanted fields, if required by using the button.
3. Type in new field name in **Field** entry box.
4. Click the button.
5. Toggle between **Yes** or **No** for respective fields.
6. Change the order of fields by clicking the or buttons.
7. Repeat steps as required.

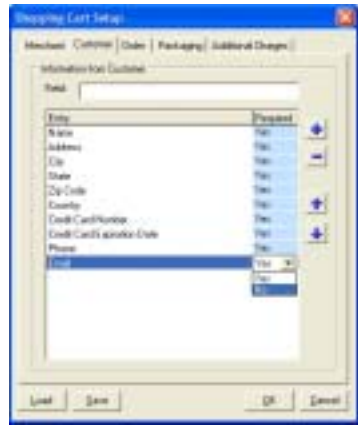

Fig 4.3.1 Shopping Cart Setup – Customer

4.4 Shopping Cart Setup – Order

The Order tab (Fig 4.4.1) is where you customize the product pricing and the format of the order form.

Enter the desired **Currency Symbol**. The default value is **$**. This symbol will be displayed at the relevant locations on the **Add to Cart** and **View Cart** dialog boxes. To use another currency, copy the symbol from another source (like MS Word symbols) and paste it into the entry box.

The **Email Subject**, with **Purchase Order** as default, will be used as the Email Subject when the customer decides to email you the order form. You can change it accordingly.

You can customize your order form further by adding a header and/or footer. Click the **Add Header** button to add the desired header text (Fig 4.4.2). Format your text with your desired font, size, color etc. Similarly, click the **Add Footer** button to add the desired footer text. The header and footer will appear at the top and bottom of the order form respectively.

Fig 4.4.1 Shopping Cart Setup – Order

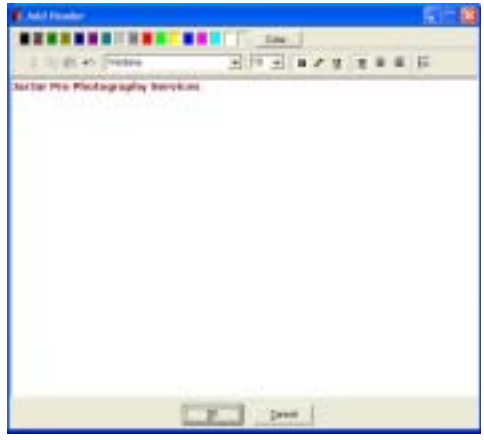

Fig 4.4.2 Order Form – Add Header

As your customers receiving your catalog CD

***Note**: Fields marked with * are those that you defined in the setup as **Required**. If any of the required fields are not filled up, the program will prompt the customer to enter them before he can proceed.*

Fig 4.4.3 Order Form – Customer Information

Click on the **Continue** button once you have entered the required fields. You will see a Print Preview of the order form (Fig 4.4.4). Click the **Close** button to return to the Shopping Cart Setup.

Fig 4.4.4 Order Form – Preview Fax Order

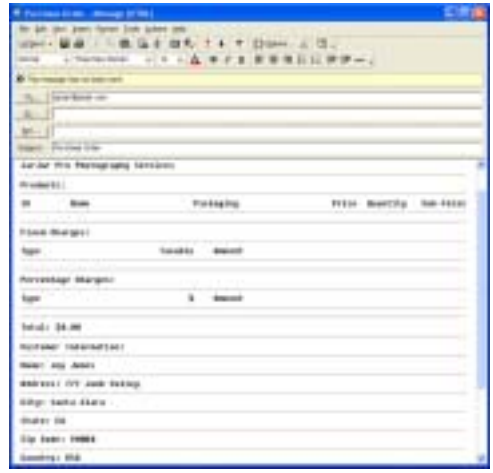

Fig 4.4.5 Order Form – Preview Email Order

If you clicked the **Preview Email Order** button, you will need to enter the customer fields (not necessary if you have already entered them in previously) and you will see the **Email Order Form** similar to Fig 4.4.5 (depending on your email program). Exit the email program to return to your Shopping Cart Setup.

4.5 Shopping Cart Setup – Packaging

This is where you define the packaging and pricing of the products that you will be selling in your catalog CD. By packaging, it means that you can have the same product in different packaging, such as different colors (Red, Green, Blue etc), different sizes (S, M, L, XL or 4" x 6", 5" x 7" etc) or different quantities (single pack, 6-pack, 12-pack, carton etc) or totally different products.

4.5.1 Adding Packaging

Enter the packaging and price into the entry boxes and click the button. You can remove unwanted packaging by selecting the packaging and clicking the button. You can also change the order of the packaging by clicking the or arrows (Fig 4.5.1).

Steps:

1. Enter **Packaging** name and **Price** in entry boxes.
2. Click the button.
3. Click the button to remove unwanted packaging, if required.
4. Use the or arrows to change the relative order of the packaging, if required.
5. Repeat the steps as desired.

Fig 4.5.1 Shopping Cart Setup – Packaging

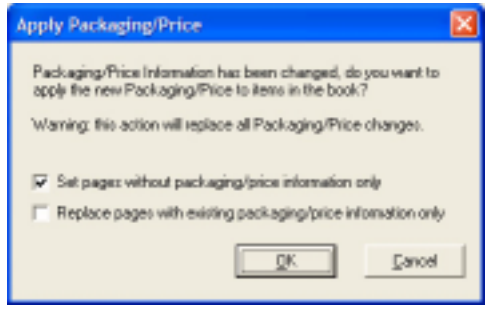
Apply Packaging/Price
Packaging/Price Information has been changed, do you want to apply the new Packaging/Price to items in the book?
Warning: this action will replace all Packaging/Price changes.
Set pages without packaging/price information only
Replace pages with existing packaging/price information only
OK
Cancel

Fig 4.5.2 Shopping Cart Setup – Packaging Prompt

4.5.2 Applying Packaging to Catalog Items

If you clicked the **OK** button at this stage or at the end of the setup process, the program will prompt if you want to apply the packaging/price changes to all items in the catalog (Fig 4.5.2). Check the relevant box(es) and click the **OK** button (Default – Set pages without packaging/ price information only). Clicking the **Cancel** button will save your setup information but your catalog pages will not be set as shopping pages.

☑ Set pages without packaging/price information only If you have not previously defined any packaging, check this option. It will set every page a shopping page and add the

icon to all pages. If you have previously set some pages as shopping pages, then only the remaining pages will be set as shopping pages with the new packaging. This could happen because you have added in more product pages that you have not set as shopping pages yet.

☑ Replace pages with existing packaging/price information only Use this option if you have already set some pages as shopping pages. When this option is checked, the program will update the packaging of existing shopping pages (ie those pages with the icon added).
Checking both options will set the whole catalog (except front/back covers, overview, contents and index pages) to be shopping pages.

***Note**:*
1. *The program will always prompt you with Fig 4.5.2 whenever you make any changes to the packaging.*
2. *For pages that should not be set as shopping pages, you will have to remove the setting on each respective page. (Refer to Section 4.8.4)*
3. *You can set the front and back covers as shopping pages but you have to define the packaging/price information on the covers individually.*

4.5.3 No Packaging in Setup

If for whatever reasons you did not define any packaging in the Shopping Cart Setup and you click the **OK** button, you will be prompted with Fig 4.5.3. Click the **OK** button to go back and design the packaging setup or the **Cancel** button to let the packaging list remain empty so that you can define the packaging individually on each shopping page.

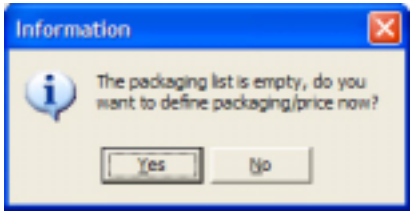

Fig 4.5.3 Empty Packaging Prompt

4.6 Shopping Cart Setup – Additional Charges

The last setup setting allows you to cater for additional charges (miscellaneous fixed or percentage charges, and tax charges) that you can add to your sub-total charges (Fig 4.6.1).

To enter a miscellaneous charge, key in the charge item name in the entry box, eg Shipping Charges. If it is a fixed amount, then enter the value in the **$** entry box, else enter the

percentage value in the **%** entry box. Click the ✚ button. This miscellaneous charge that you have entered may or may not be taxable. You can select this by clicking on the **Taxable** cell and select **Yes** or **No** from the drop-down list.

Add or remove charges as desired by clicking the ✚ or ▬ buttons. If a particular miscellaneous charge is taxable, the amount will then be added to the sub-total amount before the tax value (must be defined in the tax charges) is computed and added to the total amount.

To enter a tax charge, key in the charge item name in the entry box, eg Sales Tax. Enter the percentage amount in the **%** entry box and click the ✚ button. If you have 2 or more tax charges, then the computation will be cumulative.

Steps:

1. Enter **Charge Item Name** in entry box.
2. Enter fixed amount in **$** entry box or percentage value in **%** entry box.
3. Click the ✚ button.
4. Click on **Taxable** cell to select **Yes** or **No**.
5. Click the ▬ button to remove unwanted miscellaneous charges, if required.
6. Repeat steps 1 to 5 as desired.
7. Enter **Tax Charge Item Name** in entry box.
8. Enter percentage value in **%** entry box.
9. Click the ✚ button.
10. Click the ▬ button to remove unwanted percentage charges, if required.
11. Repeat steps 7 to 10 as desired.

Fig 4.6.1 Shopping Cart Setup – Additional Charges

4.7 Shopping Cart Setup – Load and Save

The **Load** and **Save** functions are for you to first save your shopping cart setup and load it later for use in another catalog. Fill in all the necessary setup information. To save all the shopping cart setup settings, click the **Save** button. If you have added in Header and Footer information, you will be prompted to save these information (Fig 4.7.1). Click the **Yes** button to export and you will be further prompted to save the setup information (.ini) to a desired folder (Fig 4.7.2). Click the **Save** button on the Export shopping info… dialog box. To retrieve this setup information for another similar catalog, click the **Load** button, navigate to the folder you have saved the information and click the **Open** button.

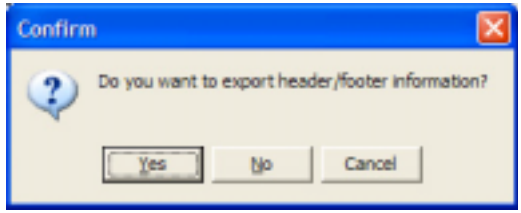

Fig 4.7.1 Export Header/Footer Information Confirm Dialog Box

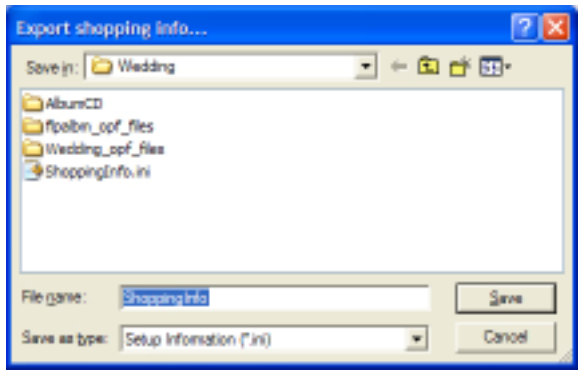

Fig 4.7.2 Shopping Cart Setup – Save Setup

The setup information file can be edited with the Notepad or Excel program. So you may want to edit the information separately with either of the programs and load it for use in another catalog.

If your loaded setup information file contains packaging information, you will be prompted with Fig 4.5.2. Check the relevant box(es) and click the **OK** button. Clicking the **Cancel** button will save your setup information but your catalog pages will not be set as shopping pages.

Steps to Save Shopping Cart Setup

1. Click the **Save** button.
2. Change File name, if desired.
3. Navigate to desired folder.
4. Click the **Save** button.

Steps to Load Shopping Cart Setup

1. Click the **Load** button.
2. Navigate to relevant folder.
3. Select Setup Information (*.ini) file.
4. Click the **Open** button.

4.8 Customizing your Price Information

There are three ways of entering your price information for your products:

1. Defining the packaging and price in the Shopping Cart Packaging Setup
2. Editing the price page by page
3. Importing a file containing the price information

4.8.1 Customizing Price Information in Packaging Setup

Defining your price information in the packaging setup is simplest and fastest if all of your products are the same or have similar packaging. Refer to Section 4.5 for more details.

4.8.2 Customizing Price Information Page by Page

Flip to the page of your first product. Click **Tools** on the menu bar, select **CD Shopping Cart** and click **Edit Price**. Alternatively right click on the page margin, select **CD Shopping Cart** and click **Edit Price**.

4.8.2.1 No Product Packaging Defined

You will see the dialog box as in Fig 4.8.2.1. Enter the **Product ID**. The **Product Name** is the name of your image or the page. You may change it, if desired. Enter the **Packaging Name**, **Price** and click the button.

Fig 4.8.2.1 Product Pricing – With Different Packaging/Prices

For example, you sell photographs that come in 4 sizes, namely Standard 4R – 4" x 6", Standard 5R – 5" x 7", Standard 6R – 6" x 8" and Standard 8R – 8" x 10". You can then enter Standard 4R – 4" x 6" into the packaging entry box, enter the price and click the ✚ button. Do the same for Standard 5R – 5" x 7", Standard 6R – 6" x 8" and Standard 8R – 8" x 10". The result will be as shown in Fig 4.8.2.2.

By so doing, you have allowed your customer not only to order the product but determine the size of the product as well. You can repeat this process with similar or different packaging to the other products in your catalog.

Once you have added price information for a product on a page, the

icon will be inserted onto the page at the bottom left or right corner.

Steps:

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart** and click **Edit Price**.
3. Enter **Product ID** in entry box.
4. Change **Product Name**, if desired.
5. Enter **Packaging Name** in entry box.
6. Enter **Price** in entry box.
7. Click the ✚ button.
8. Repeat Steps 5 to 7 as required.
9. Click the ▬ button to remove unwanted packaging and price information.

4.8.2.2 Product Packaging Defined

If you have already defined the product packaging in the Shopping Cart Setup, then you need to determine if the packaging is applicable to the items for that page. (Fig 4.8.2.2). Fig 4.8.2.2 shows an example of 4 size packaging defined for the sale of photographs. Enter the **Product ID**. If there are more packaging to be defined for this page, enter the packaging name and price in the entry boxes and click the ✚ button. Remove any packaging as required by clicking the ▬ button.

Fig 4.8.2.2 Product Pricing – With Defined Packaging in Setup and Prices

Steps:

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart** and click **Edit Price**.
3. Enter **Product ID** in entry box.
4. Add or remove packaging and price as required.

4.8.3 Creating a Price Information List

If you have a catalog with many products, defining the price information page by page can be very tedious. You may want to create a Price Information List externally and import it into the program.

Create your catalog as usual with all the products to be sold layout nicely in their respective pages. Click **Tools** on the menu bar, select **CD Shopping Cart** and click **Export Price List**. If you have not previously saved your catalog, you will be prompted to save it first. You will then be prompted to save your price list (.csv) to a desired folder (Fig 4.8.3.1). Click the **Save** button.

Fig 4.8.3.1 Export Price Information

With MS Excel, open the price list (.csv) that you have just exported. You will need to make some adjustments to the column widths in order to see the price information more clearly (Fig 4.8.3.2). Two main columns need to be filled up here, ie the **ID** and the **Price** columns.

You should not enter values for the cells that are referenced to those pages in the catalog without a product for sale (ie not intended to be a shopping page). Once you have entered the necessary ID and Price information, your table may now look like the sample in Fig 4.8.3.3. Some of the data entered are reflected in red to give you the idea.

Once you have entered all the relevant information, save your price list. Returning to your FlipAlbum® 5 Pro, you can then import the list by clicking **Tools** on the menu bar, selecting **CD Shopping Cart** and clicking **Import Price List**. You will be prompted if you want to replace your current price list (if any). Click the **OK** button, navigate to the folder that your saved your price list and click the **Open** button. Your price list would have been imported and this is evident when you see the

icon added on all the relevant product pages.

***Note**:*

1. *You should make sure that the packaging and price information in the pricelist (.csv file) correspond to the correct page/product(s) of the catalog.*
2. *If you have a packaging that you do not want to include for a particular shopping page, the whole record (line) must be deleted from the pricelist.*

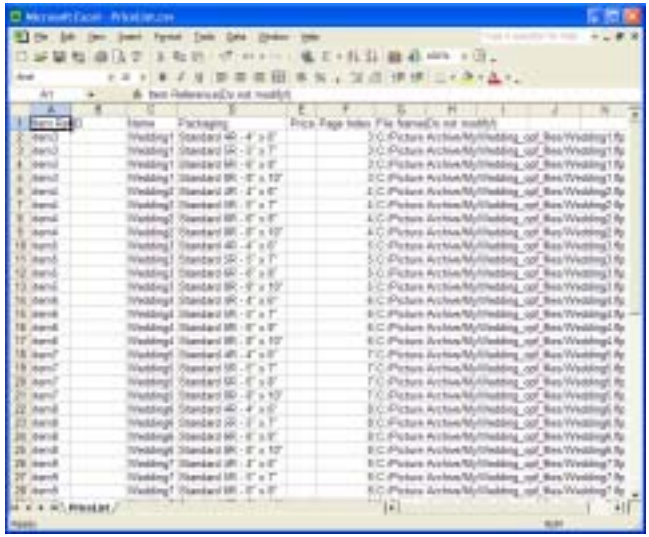

Fig 4.8.3.2 Sample Price List in CSV Format Without ID/Price

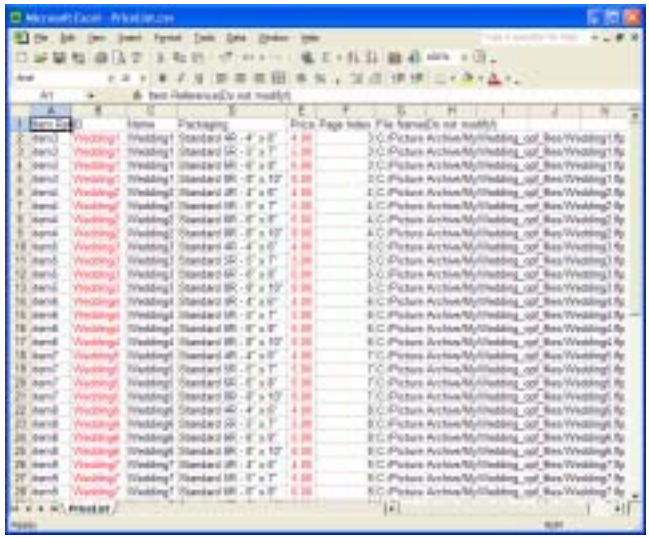

Fig 4.8.3.3 Sample Price List in CSV Format With ID/Price

Explanation of Price List (.csv file)

The headers in the Price List (.csv file) are **Item Reference (Do not modify!)**, **ID**, **Name**, **Packaging**, **Price**, **Page Index**, **Filename (Do not modify!)**.

Item Reference (Do not modify!)
As the name suggests, do not modify these values as they are items internally referenced to your shopping pages and required by the program.

ID
This is for you to define the Page ID of the product (if there is one product per page) or of the page (if there are multiple products per page). You are free to name it anything you want, like Item 1, Page 1 etc.

Name
The Name refers to the Product Name (if there is one product per page) or Page Name (if there are multiple products per page). You are free to name it anything you want, like Item1, Page 1 etc.

Packaging
The Packaging refers to the packaging name of the product (if there is one product per page) or product names (if there are multiple products per page). You should enter meaningful names for your packaging. Example: If you are selling T-shirts, the packaging names could be “Red Color – Small”, “Red Color – Medium”, “Red Color – Large” etc. If you have multiple products on the same page, like a Digital Camera, Video Camera and DVD Player, the packaging names could be “XX Brand Digital Camera 1234”, “XX Brand Video Camera 2345” and “XX Brand DVD Player 3456”.

Price
This is for you to define the price based on the packaging (if there is one product per page) or product names (if there are multiple products per page). Make sure the price corresponds to the right packaging name.

Page Index
This refers to the page number where your product(s) are in the catalog. The page number will correspond to the filename, ie 4 entries of the same page numbers will correspond to 4 entries of the same filename in 4 different rows (Fig 4.8.3.3).

Filename (Do not modify!)
As with the Item Reference, do not modify these values as they are filenames corresponding to the respective pages of the catalog. If a shopping page has 4 packaging names, then you will see 4 entries of the same filename in 4 different rows (Fig 4.8.3.3).

Steps to Export Price List:

1. **Save** your catalog.
2. Click **Tools** on the menu bar.
3. Select **CD Shopping Cart** and click **Export Price List**.
4. Change Filename, if desired.
5. Navigate to desired folder.
6. Click the **Save** button.
7. Open Price List (*.csv) in MS Excel.
8. Edit relevant **Product ID** and **Price** cells.
9. **Save** Price List.

Steps to Import Price List:

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart** and click **Import Price List**.
3. Navigate to relevant folder.
4. Select Price List (*.csv).
5. Click the **Open** button.

4.8.4 Removing A Shopping Page Setting

As you create your catalog with the shopping cart function, you may inadvertently set some non-product pages as shopping pages. To reset these pages to normal pages, you would have to remove the setting at each respective page.

Flip to the non-product page you want to remove the setting. Click **Tools** on the menu bar, select **CD Shopping Cart**, select **Edit Price** and click **Left Page** or **Right Page**. You will see the Product Pricing dialog box as in Fig 4.8.4.1. Click the **Remove Item** button. The page will no longer be a shopping page and the

will be removed from the bottom of the page.

Fig 4.8.4.1 Product Pricing

Steps:

1. Click **Tools** on the menu bar and select **CD Shopping Cart**.
2. Select **Edit Price** and click **Left Page** or **Right Page**.
3. Click the **Remove Item** button.

4.9 Creating the Catalog CD

Once you have defined your Shopping Cart Setup and Price Information, you are ready to create your catalog CD. You may want to consider adding a page in the beginning of the catalog to explain how the CD Shopping Cart function works. Check that your catalog layout, product information, setup and price information are correct. Then proceed to create an Album CD as described in the FlipAlbum® 5 Pro manual.

Just to be doubly sure that your customer would be seeing the exact catalog you have created, preview the Album CD first before burning the relevant folders/files to the CD.

5. Shopping Cart Scenarios

There are many different ways to design an catalog with the CD Shopping Cart™ function. In order to provide users a clearer picture of how this can be done, 5 possible scenarios are discussed here.

5.1 Scenario One – Similar Product With Similar Packaging

This would probably be the simplest scenario. Take the example of you as a professional photographer creating a catalog CD for your proof book. The catalog is created with a single picture per page with some annotation as description of the picture. You (merchant) offer services to print the pictures in 4 standard sizes.

Fig 5.1.1 Shopping Cart Setup – Packaging

Steps:

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart** and click **Setup**.
3. At Packaging tab, enter Standard 4R – 4" x 6" for packaging and $4 for price.
4. Click the ✚ button.
5. Repeat steps 3 and 4 for Standard 5R – 5" x 7", Standard 6R – 6" x 8", Standard 8R – 8" x 10" for packaging and $5, $6, $8 for price respectively (Fig 5.1.1).
6. Click the **OK** button.
7. You will be prompted with Fig 5.1.2.
8. Click the **Set pages without packaging/price information only** check box since none of the pages are set as shopping pages yet.
9. Click the **OK** button.
10. All your pages will be set to shopping pages with the same packaging and price.

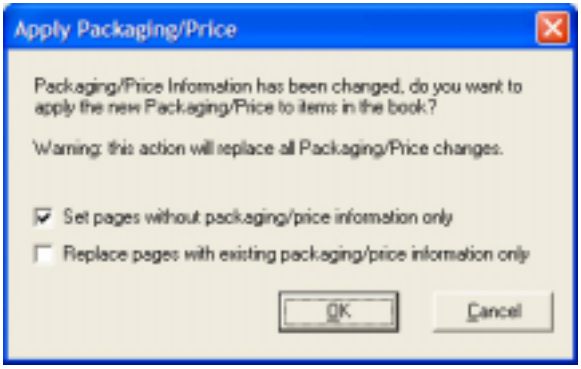
Apply Packaging/Price
Packaging/Price Information has been changed, do you want to apply the new Packaging/Price to items in the book?
Warning: this action will replace all Packaging/Price changes.
Set pages without packaging/price information only
Replace pages with existing packaging/price information only
OK
Cancel

Fig 5.1.2 Apply Packaging/Price Dialog Box

5.2 Scenario Two – Similar Product(s) With Different Packaging

The scenario is quite similar to Section 5.1 but now you provide an additional framing service. For simplicity, there are four photo sizes and 2 frame types. You either create the catalog such that the same picture is inserted onto 2 pages, one with and one without frame. Alternatively, you can have the same pictures inserted on the same page, one showing with and one without the frame, and then define different combinations for the packaging.

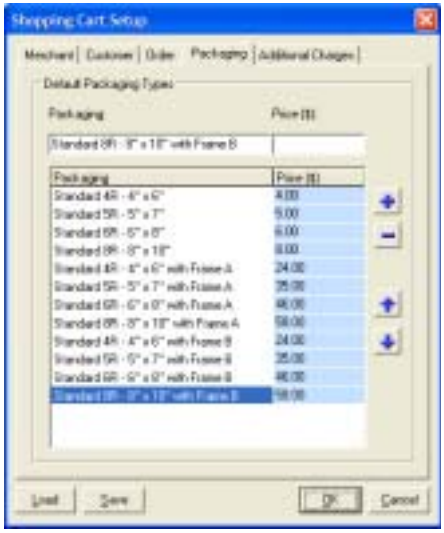

Fig 5.2.1 Shopping Cart Setup – Packaging

Steps:

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart** and click **Setup**.
3. At Packaging tab, enter Standard 4R – 4" x 6" for packaging and $4 for price.
4. Click the button.
5. Repeat steps 3 and 4 for Standard 5R – 5" x 7", Standard 6R – 6" x 8", Standard 8R – 8" x 10", Standard 4R – 4" x 6" with Frame A, Standard 5R – 5" x 7" with Frame A, Standard 6R – 6" x 8" with Frame A, Standard 8R – 8" x 10" with Frame A, Standard 4R – 4" x 6" with Frame B, Standard 5R – 5" x 7" with Frame B, Standard 6R – 6" x 8" with Frame B, Standard 8R – 8" x 10" with Frame B for packaging and $5, $6, $8, $24, $35, $46, $58, $24, $35, $46 and $58 for price respectively (Fig 5.2.1).
6. Click the **OK** button.
7. You will be prompted with Fig 5.1.2.
8. Click the **Set pages without packaging/price information only** check box since none of the pages are set as shopping pages yet.
9. Click the **OK** button.
10. All your pages will be set to shopping pages with the same packaging and price.

Now lets assume for whatever reason, some of the pictures will only come in standard sizes but not with frames. This means the packaging for different pages may be different. To complicate matters, half the catalog pages below to this category. To reduce the hassle of changing the packaging of half the shopping pages individually, you should enter the packaging according to the steps above, export the price information into a .csv file, edit it with Notepad or Excel (deleting those packaging that should not be in half of the shopping pages) and import the saved .csv file into the setup.

Steps:

11. Click **Tools** on the menu bar.
12. Select **CD Shopping Cart** and click **Export Price List**.
13. **Save** your price list (pricelist.csv) to a desired folder.
14. Launch Notepad or Excel and **open** the price list.
15. **Edit** the pricelist by deleting irrelevant entries. (Refer to Section 4.8.3)
16. **Save** the pricelist.
17. Click **Tools** on the menu bar.
18. Select **CD Shopping Cart** and click **Import Price List**.
19. Your catalog is now set with the packaging for the respective shopping pages.

5.3 Scenario Three – Different Products with Different Packaging

You now sell photographic equipment. Each product is different, and so is the packaging and pricing. You create the catalog with a different product on each page. Since the packaging and prices are different, it may not be advisable to add all the different packaging in the Shopping

Cart Packaging Setup and apply them to the whole catalog. You may end up wasting a lot of time deleting each packaging from the respective shopping page.

The recommended method will be to leave the Shopping Cart Packaging Setup empty, export the price information into a .csv file, edit it with Notepad or Excel (add the packaging and price) and import the saved .csv file into the setup.

Steps:

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart** and click **Export Price List**.
3. **Save** your price list (pricelist.csv) to a desired folder.
4. Launch Notepad or Excel and **open** the price list.
5. **Edit** the pricelist by deleting irrelevant entries. (Refer to Section 4.8.3)
6. **Save** the pricelist.
7. Click **Tools** on the menu bar.
8. Select **CD Shopping Cart** and click **Import Price List**.
9. Your catalog is now set with the packaging for the respective shopping pages.

5.4 Scenario Four – Multiple Products Per Page with Different Packaging

You are still selling photographic equipment. You sell hundreds of products and want to keep the catalog small. You decide to show 4 products per page. Each product is different, and so is the packaging and pricing. As with Scenario Three, it may not be advisable to add all the different packaging in the Shopping Cart Packaging Setup and applying them to the whole catalog.

Since there are 4 products per page, the recommended method will be to add 4 arbitrary packaging in the Shopping Cart Packaging Setup, export the price information into a .csv file, edit it with Notepad or Excel (add the packaging and price) and import the saved .csv file into the setup.

Steps:

1. Click **Tools** on the menu bar.
2. Select **CD Shopping Cart** and click **Setup**.
3. At Packaging tab, enter A for packaging. Enter a price or leave it blank.
4. Click the button.
5. Repeat steps 3 and 4 by adding B, C and D to the packaging, and any price if done in step 3.
6. Click the **OK** button.
7. You will be prompted with Fig 5.1.2.
8. Click the **Set pages without packaging/price information only** check box since none of the pages are set as shopping pages yet.

9. Click the **OK** button.
10. All your pages will be set to shopping pages with the same packaging and price.

5.5 Payment Options

The current CD Shopping Cart function provides for Credit Card payment as the default payment option. There are many other possible options like cheque payment through mail and established secured online payment services like PayPal®. You are free to request for whatever payment options you deem fit.

You can reflect these options in one of the catalog pages itself, in the shopping cart setup by adding the information in the footer of the purchase order or add some additional fields for the customer to fill up.

5.5.1 Scenario Five – Using the PayPal® Payment Option

Lets assume you decided to include PayPal® as one of your desired payment options for your customers. You can begin by going to the Shopping Cart Setup – Customer, set the Credit Card Number and Expiration Date fields as optional, and add the PayPal® Account field to the list (Fig 5.5.1). The PayPal® Account could be an optional field too. If your customer is a PayPal® member, he can enter his PayPal® Account, which would be captured in the Purchase Order, and faxed or emailed to you. Once you received the Purchase Order, you can then go through the PayPal® Request Money function to request for payment.

Fig 5.5.1 Shopping Cart Setup – Customer Information with PayPal Field

Alternatively, if your customer is not an existing PayPal® member, you could still request for payment through the PayPal® Request Money function. All you need is your customer's email address. This could be requested as a field in the Shopping Cart Customer Setup. Using the Request Money function, PayPal® will send an email to your customer requesting for payment on your behalf. If your customer wants to pay you through PayPal®, he then needs to register as a PayPal® member and proceed with the payment.

6. The Customer's Experience

6.1 How Your Customers Make The Orders

When your customer receives the CD and pop it into the CD-ROM drive, the catalog should auto-launch. As the customer flips and browses your catalog, he can order the item by clicking on the

icon at the bottom corner of the page (Fig 6.1.1).

Fig 6.1.1 Sample Product Page With "Add To Cart" Icon

Fig 6.1.2 Add To Cart Dialog Box

When he clicks the

icon, he should see the **Add to Cart** dialog box (Fig 6.1.2). The customer can only enter the quantity for each packaging (if applicable). The Sub-Total for that particular order will be automatically computed. The customer can then proceed to make other orders by clicking on the **OK** button. Else he can click the **View Cart** button to view his shopping cart to see what he has ordered so far (Fig 6.1.3).

The customer can also check the **Show All Products** check box to see all the products in the catalog. He can then make any further purchase by changing the quantity values for corresponding packaging, if desired.

Steps for Customer:

1. Flip catalog to browse products.
2. Click **Add to Cart** icon to make order.
3. Enter the **Quantity** for corresponding packaging.
4. Click the **OK** button to continue.
5. Else click the **View Cart** button to view shopping cart.
6. Check the **Show All Products** check box to see all other products in catalog.
7. Change the **Quantity** values (Qty) for corresponding packaging, if desired.
8. Click the **Additional Charges** button to see what additional charges have been included.
9. Click the **Merchant Info** button to see the merchant's information, including fax number.
10. Check out either by clicking the **Email Order** or **Print Fax Order** button.
11. Enter customer information.
12. Send Email Order Form or print and fax Order Form to merchant.

Fig 6.1.3 View Shopping Cart

6.2 Additional Charges/Merchant Information

In the View Shopping Cart dialog box (Fig 6.1.3), your customer will see the sub-total and total amounts of the order. If the sub-total and total amounts are different, it is because you have specified some additional charges in your shopping cart setup. Your customer can click on the **Additional Charges** button to see what these charges are (Fig 6.2.1).

The customer can also view the merchant information by clicking on the **Merchant Info** button (Fig 6.2.2). The customer can then use the Fax Number of the merchant if he chooses to print and fax the order form.

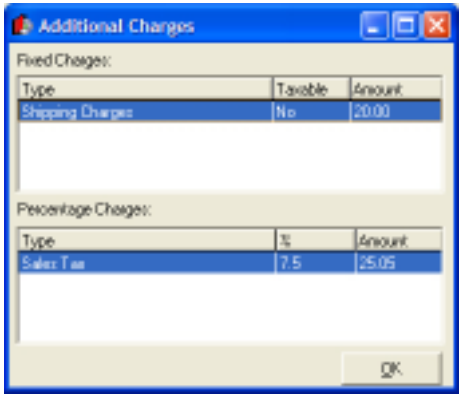

Fig 6.2.1 Additional Charges Dialog Biox

Fig 6.2.2 Merchant Information Dialog Box

6.3 Check Out

Once the customer is satisfied with his order, he can go ahead with the check out process.

6.3.1 Email Order

If the customer chooses to email the order, he has to click the **Email Order** button. He will be prompted to enter his own information which the merchant, ie you, have defined for him (Fig 4.4.3). Once he has entered the relevant information, he can click the **Continue** button, and the default email client will be launched. If he did not enter any field which you have defined as required, then the program will prompt him to enter that information before he can proceed. The customer can preview the email, check through the order form one more time before clicking the **Send** button to email you the order form.

6.3.2 Print Fax Order

The customer can also choose to print the order form by clicking the **Print Fax Order** button. He will be prompted to enter his own information which the merchant, ie you, have defined for him (Fig 4.4.3). Once he has entered the relevant information, he can click the **Continue** button, and the Print Preview of the order form will be open. If he did not enter any field which you have defined as required, then the program will prompt him to enter that information before he can proceed. The customer can preview and check through the order form before printing it by clicking the **Printer** icon located at the top toolbar. He then faxes the order form to you.